REMARKS

Reconsideration and allowance of the subject application are respectfully requested.

Claims 1-4, 6-13 and 16-20 are all the claims pending in the application. In response to the

Office Action, Applicant respectfully submits that the claims define patentable subject matter.

I.   Overview of the Office Action

Applicant thanks the Examiner for indicating that claims 1-4, 6-13, and 16-20 are

allowed.

Claim 21 is rejected under 35 U.S.C. § 102(e) as being anticipated by previously cited

Mizutome et al. (U.S. Patent No. 6,943,845).

II.   Prior Art Rejections

The Examiner alleges that Mizutome discloses all of the features of independent claim

21. Applicant respectfully disagrees with the Examiner's position.

Claim 21 recites in part:

> a control unit configured to store setting data for setting a presentation
> environment of the broadcast signal on a channel by channel basis or for setting
> presentation environment of the external signal depending upon the type of the
> external signal and configured to change the channel or the type of external
> source being viewed by the user; wherein upon a return to a previous channel or
> an external signal, the setting data applicable before the change is re-applied.

Applicant respectfully submits that there is simply no teaching or suggestion in

Mizutome that upon a return to a previous channel or an external signal, the setting data

applicable before the change of the channel or external source is reapplied.

The Examiner asserts:

[W]herein upon a return to a previous channel or an external signal, the setting data applicable before the change is re-applied is met by the CPU 123 which includes an attribute detecting unit 130 for detecting the attribute of the input source, ..., and the RAM 122 operates as an external memory for the CPU 123 and its part functions as a history database storage unit 132 for storing a user history database, the user selects and operates an input medium, a television channel or the external device in association with a proper operation screen and it is basically controlled by the remote controller 125.[1]

Applicant finds the Examiner's position unclear and confusing. Mizutome discloses creating a history database which details what screen layouts and on what audio modes various input sources were viewed and listened to (column 9, lines 38-65). The viewing and listening pattern of the user are stored in the database when the same source ID is viewed and listened to. When an input source is recognized, a check is made in the history database to determine whether the input source was viewed or listened to in the past. The past viewing and listening patterns of the user may then be displayed in a screen layout and an audio mode most often used, and the user may then determine whether the displayed parameters are acceptable (column 10, lines 6-27).

However, Applicant respectfully submits there is simply no teaching or suggestion in Mizutome that "upon a return to a previous channel or an external signal, the setting data applicable before the change is re-applied", as recited in independent claim 21.
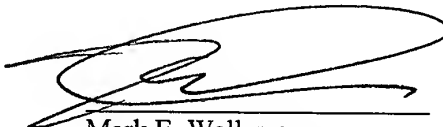
---

[1] Page 3 of the Office Action dated June 1, 2007.

Accordingly, Applicant respectfully submits that claim 21 should be allowable because the cited reference does not teach or suggest all of the features of the claim.

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

Mark E. Wallerson
Registration No. 59,043

SUGHRUE MION, PLLC
Telephone: (202) 293-7060
Facsimile: (202) 293-7860

WASHINGTON OFFICE
23373
CUSTOMER NUMBER

Date: August 30, 2007

4